



Pusan, South Korea
November 24, 2016

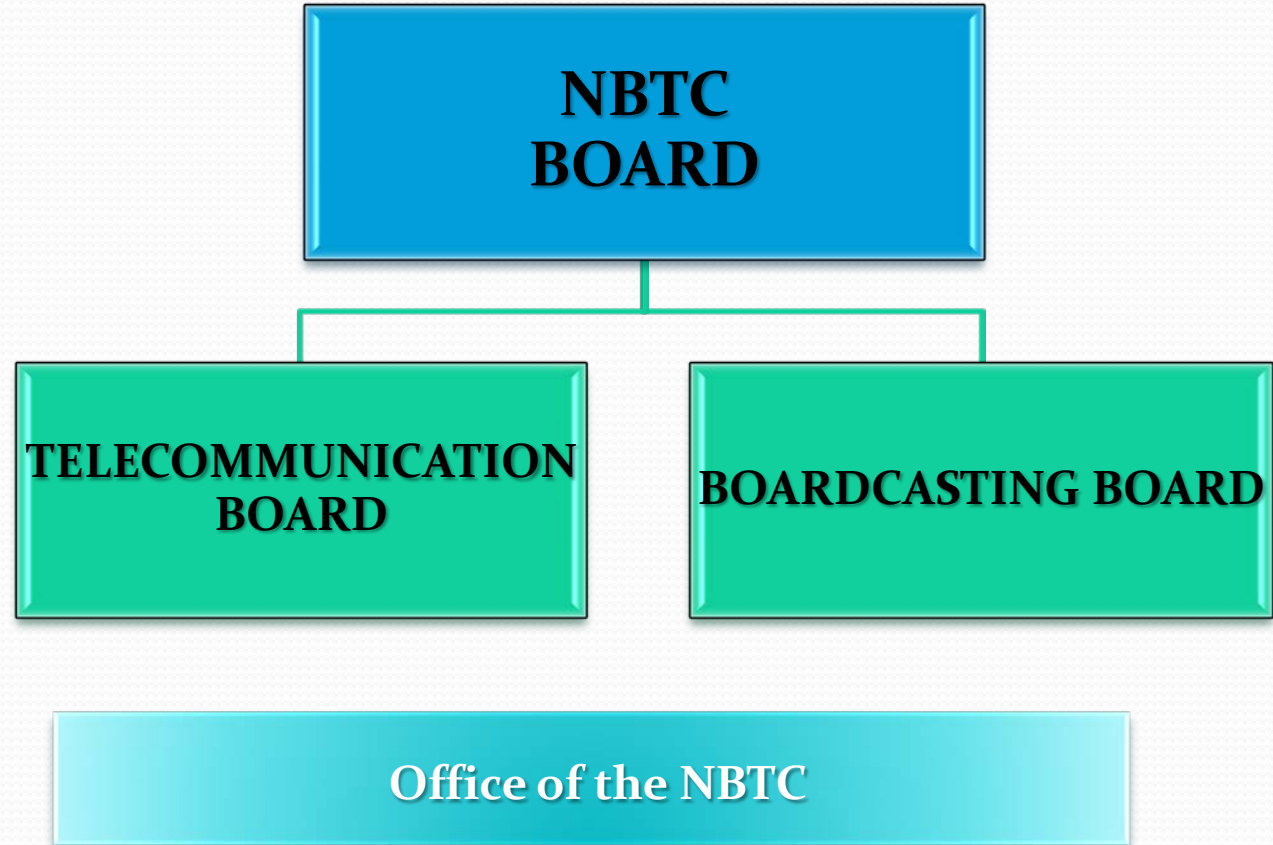
Thailand Broadcasting Content Industry

*: Current Status of Co-production between
Thailand and other countries*



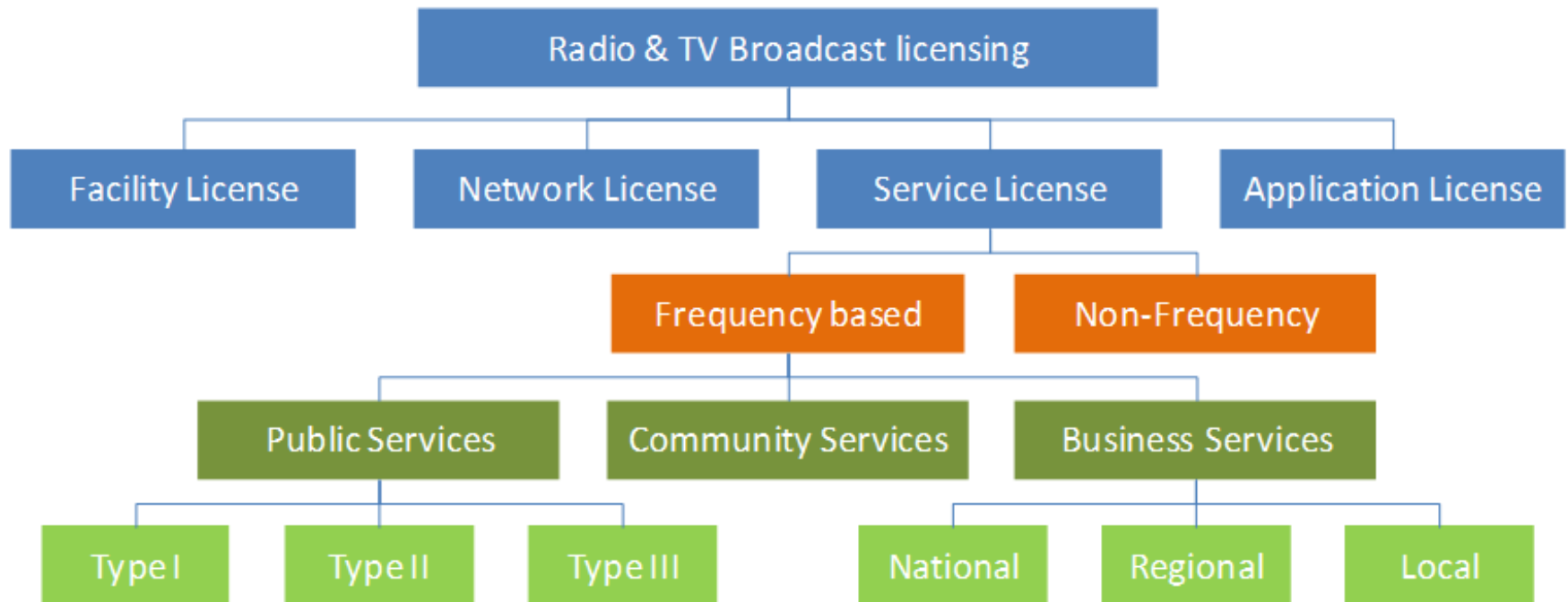
Supinya Klangnarong
Commissioner
National Broadcasting and Telecommunication (NBTC)

NBTC: Office of The National Broadcasting and Telecommunications Commission



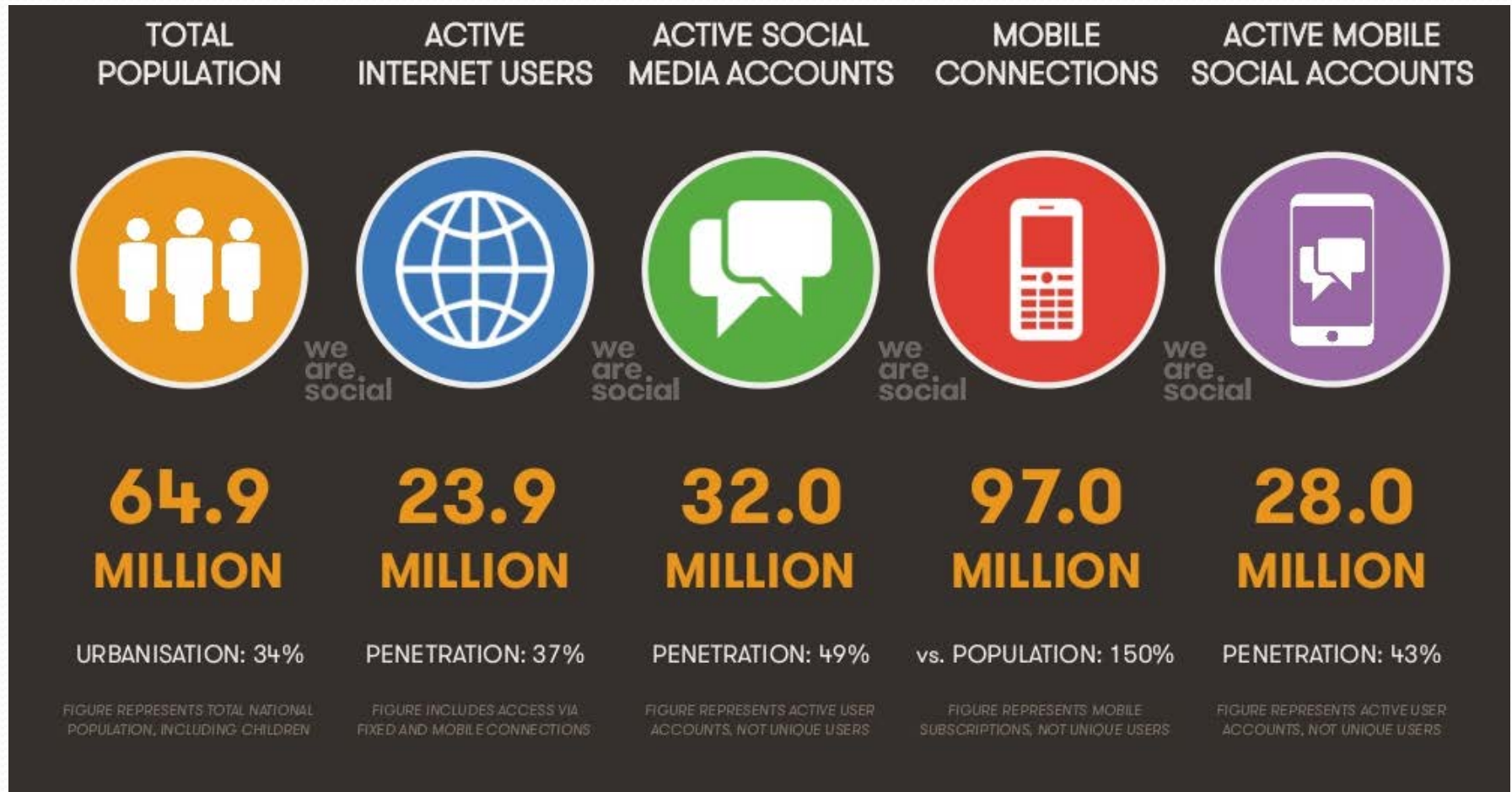
- ☐ Main Roles in respect of Radio Spectrum Management
- ☐ The Total Number of officers is about 1,100 persons.

Thailand: NBTC Licensing Framework



- Licensing framework are divided into 4 layers to assign 3 basic rights
 - Broadcasting rights → Service license
 - Spectrum rights → Service license
 - Operating rights → Network license
- Facility license assures long term availability of 'essential facilities'
- Broadcast license period for 7 years

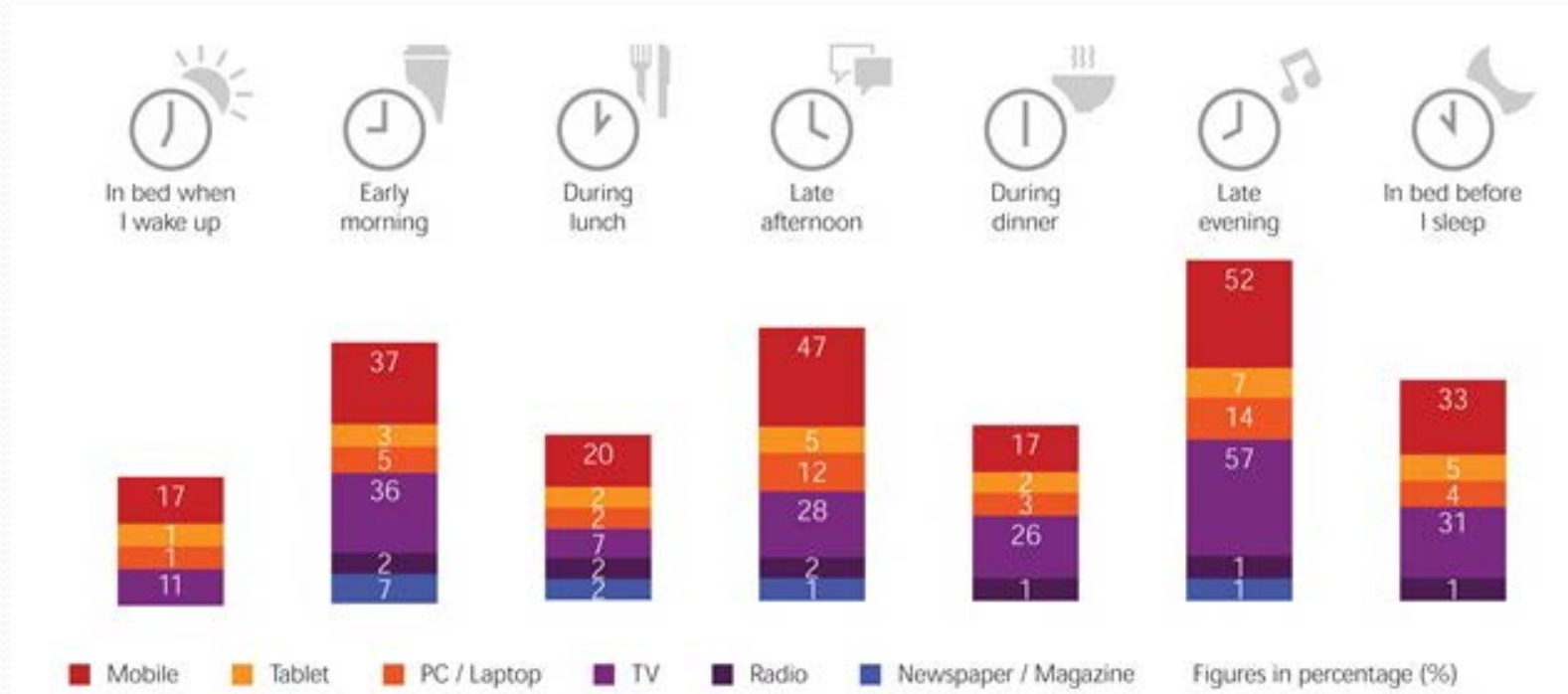
Thailand: Digital in Thailand



Source : www.thaimarketingguru.com/2016/04/marketing-40-digital-marketing2016.html?m=1

Consumption on Multiple Devices :

Thailand - Using the Internet in Thailand



Mobile
3.1
hours



Tablet
0.7
hours



PC / Laptop
1.5
hours



TV
2.6
Hours

Estimated Total Advertising Expenditure by Medium

Exclude Section : Classified, House ads

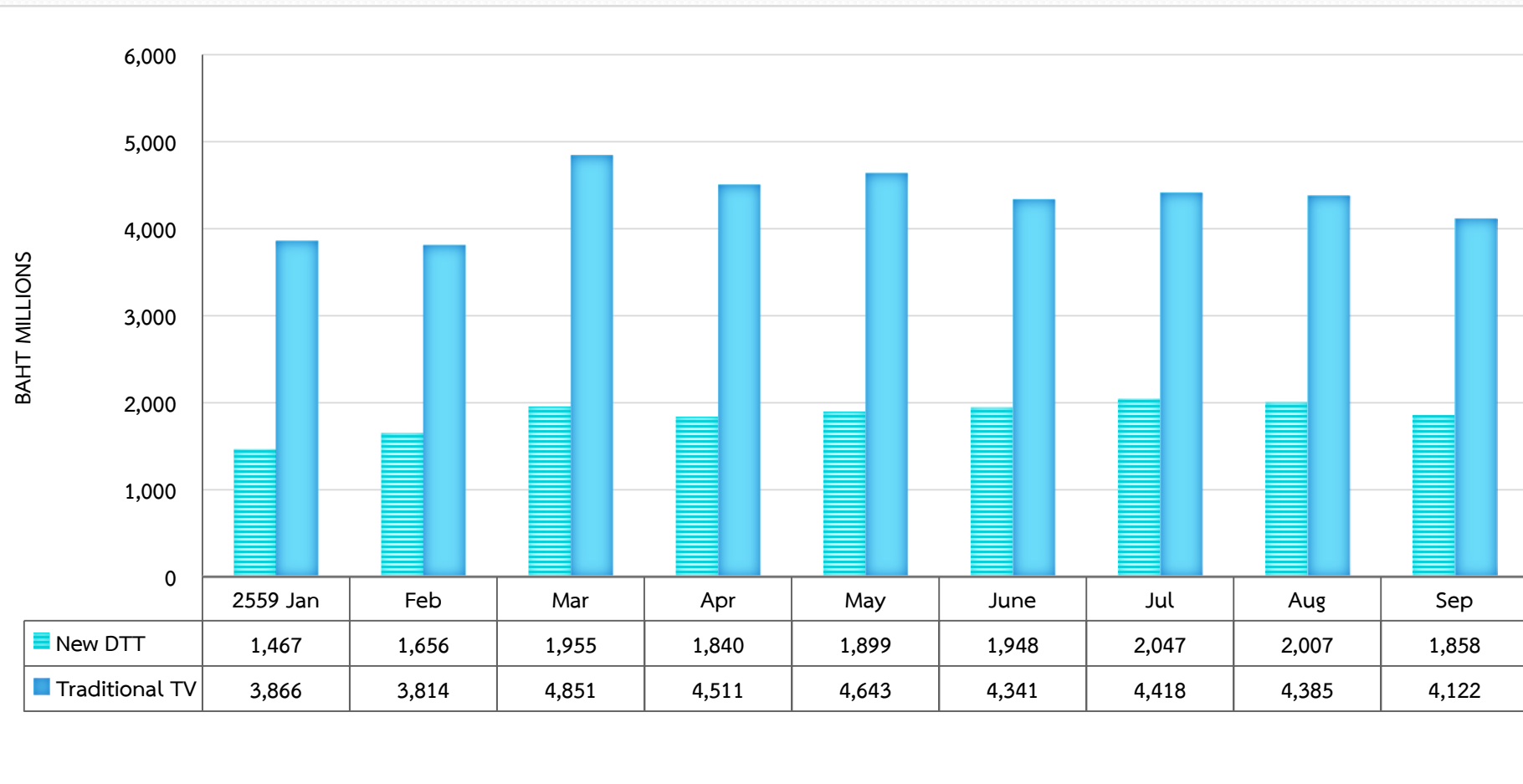
YTD Nov 2015 VS YTD Nov 2014 BAHT MILLIONS

MEDIA	2015	SOV %	2014	SOV %	DIFF	% Change
ANALOG TV	53,183	47.29	58,924	54.60	-(5,741)	-(9.74)
CABLE/SATELLITE	5,592	4.97	6,770	6.27	-(1,178)	-(17.40)
DIGITAL TV	19,413	17.26	7,119	6.60	12,294	172.69
RADIO	5,165	4.59	5,112	4.74	53	1.04
NEWSPAPERS	11,145	9.91	11,925	11.05	-(780)	-(6.54)
MAGAZINES	3,872	3.44	4,517	4.19	-(645)	-(14.28)
CINEMA	4,533	4.03	3,818	3.54	715	18.73
OUTDOOR	3,887	3.46	3,649	3.38	238	6.52
TRANSIT	4,083	3.63	3,428	3.18	655	19.11
IN STORE	607	0.54	1,792	1.66	-(1,185)	-(66.13)
INTERNET	976	0.87	865	0.80	111	12.83
TOTAL	112,456	100.0	107,921	100.0	4,535	4.20

Source : AGB Nielsen

Advertising Expenditure in Digital TV

(January - September 2016)



Source : Nielsen

Law & Regulations

**Thai Broadcasting
Act 2004**

**Frequency
Allocation Act 2010**

**The Foreign
Business Act 1999**

Session 15 : Reserve for
Thai Nationals License
holder 75%

Session 37 :
Content Regulation

Session 34 : Program
Schedule Regulation

TV Rating

Rating system for TV in Thailand

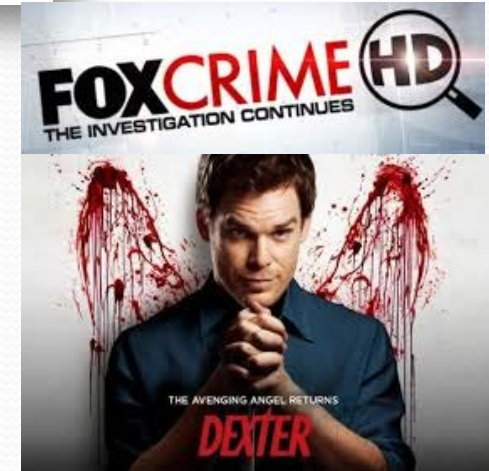
		ON AIR
	program for children 3 - 5 year old	24 hr.
	program for children 6 – 12 year old	24 hr.
	program for everybody	24 hr.
	program for over 13 year old	8.30 p.m. – 5.00 a.m.
	program for over 18 year old	10.00 p.m. – 5.00 a.m.
	program for adult only	12.00 p.m. – 5.00 a.m.

Session 37 of Broadcasting Law



NBTC decides on top penalty because producers guilty of not censoring show

Channel 3 operator Bangkok Entertainment Company (BEC) has been fined Bt500,000 by the National Broadcasting and Telecommunication Commission (NBTC) for allowing a female contestant to paint on canvas with her bare breasts on the Sunday episode of its prime-time show "Thailand's Got Talent".



Number of Broadcasting Licenses (As of October 2016)



DTT Network operators
: 5 licenses

Digital TV : 22 Channels /
public : 4 Channels



Satellite : 434 Channels /Cable : 178
Channels : **612 licenses**

Network operators
: 415 licenses

Facility operators
: 7 licenses



Radio (commercial : 4,093 ,public : 1,107
,community : 530) : **5,730 licenses**

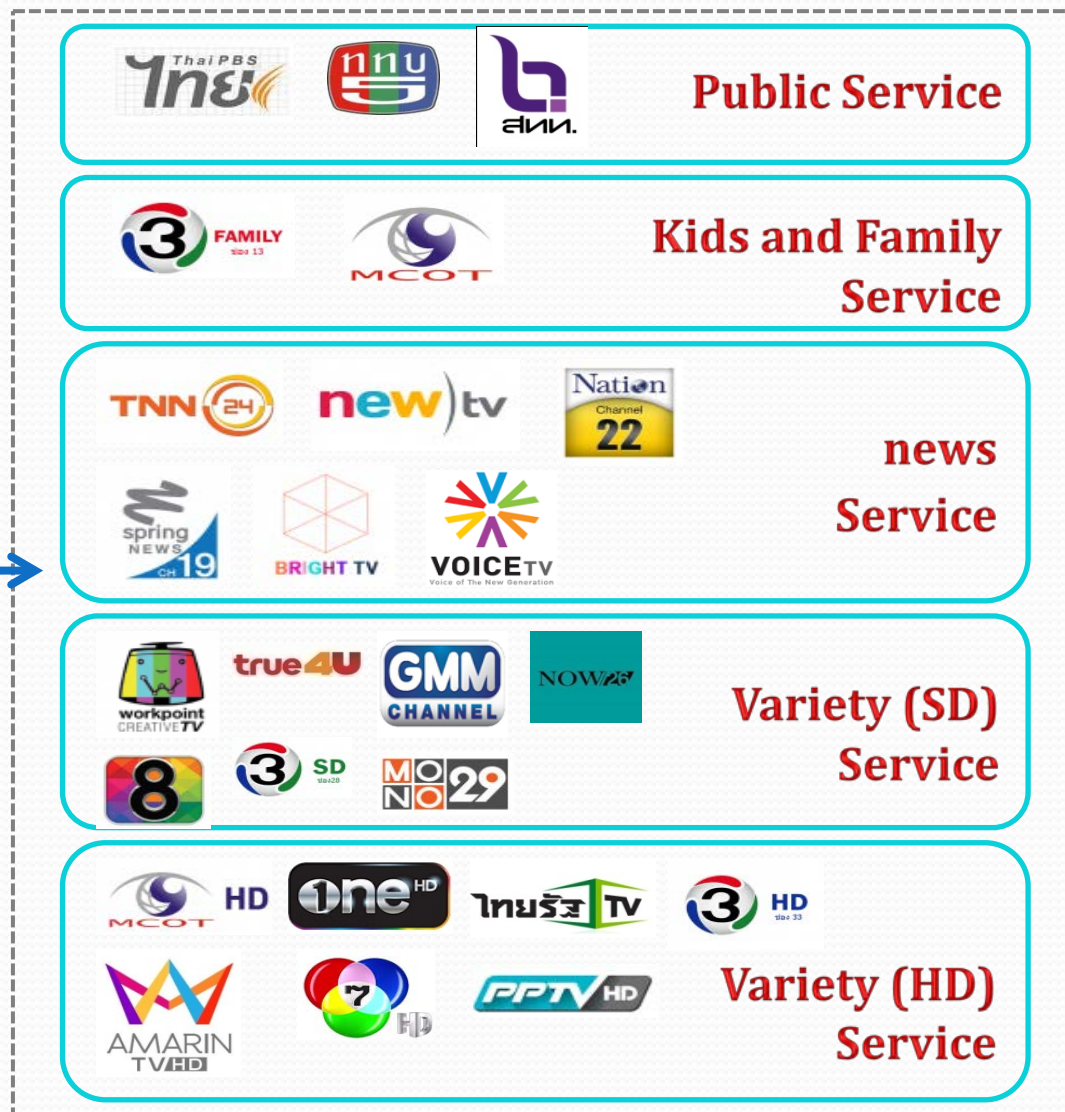
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Analog TV – Digital TV



Analog 6
channels



Digital 25 channels

TV Production Market



Top Revenue Generators in Thailand

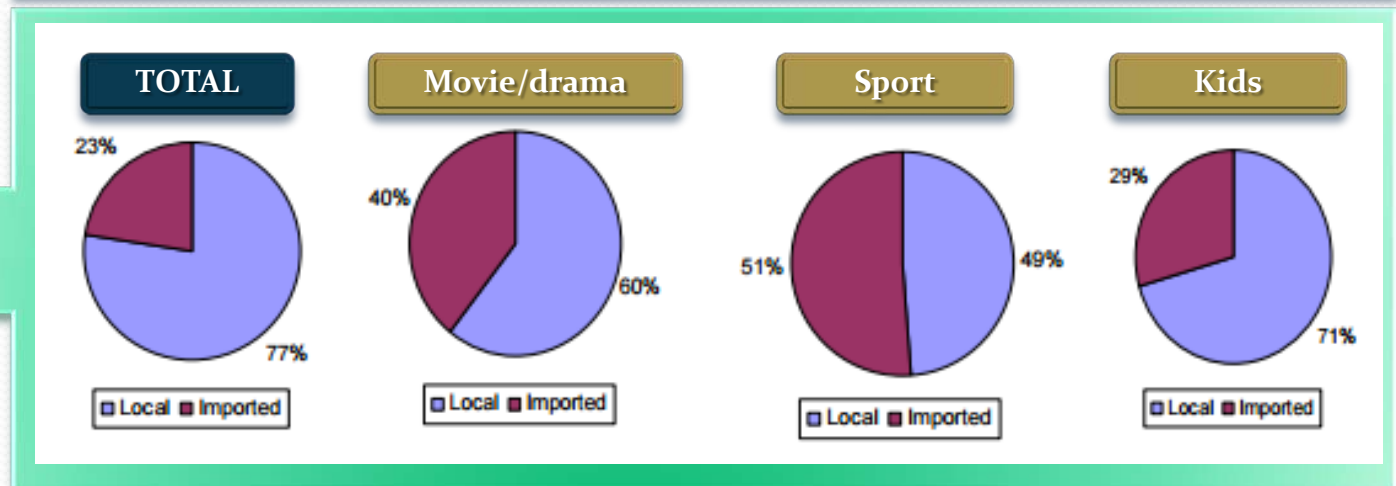
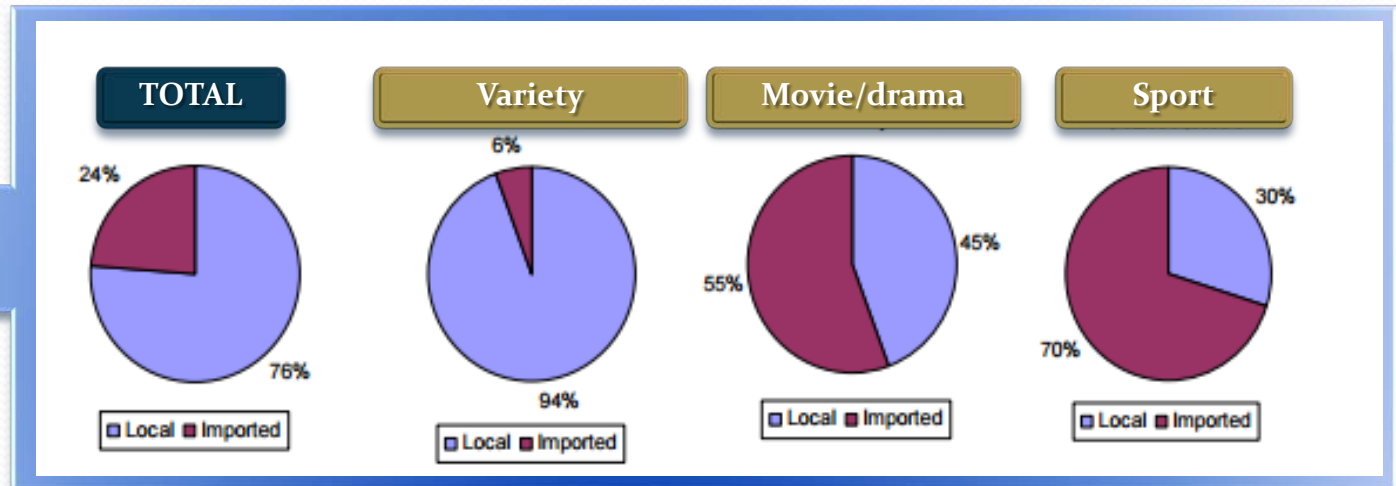


Kantana



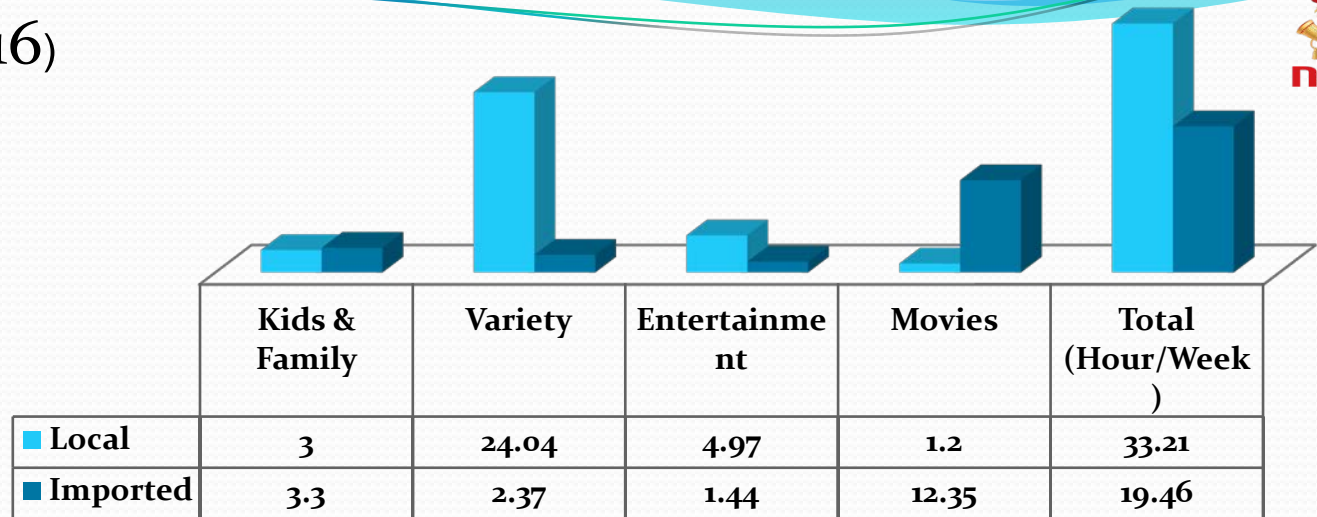
Broadcasting Industry in Thailand

Imported content in Thai TV (As of July 2007)

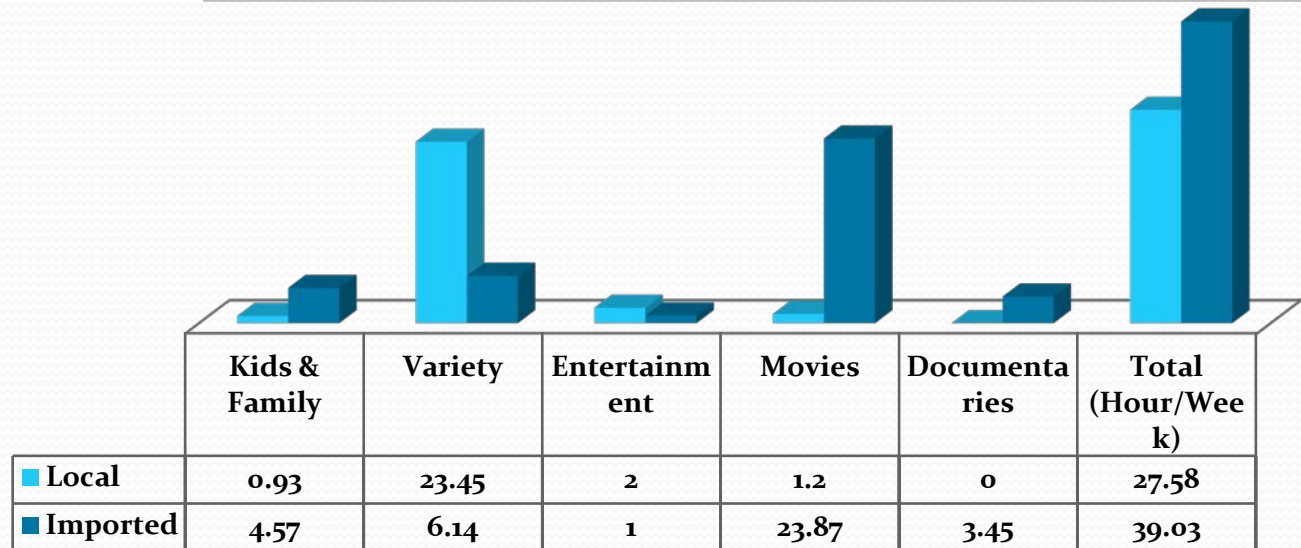


Imported and Local Content at DTV Channel

(As of July 2016)



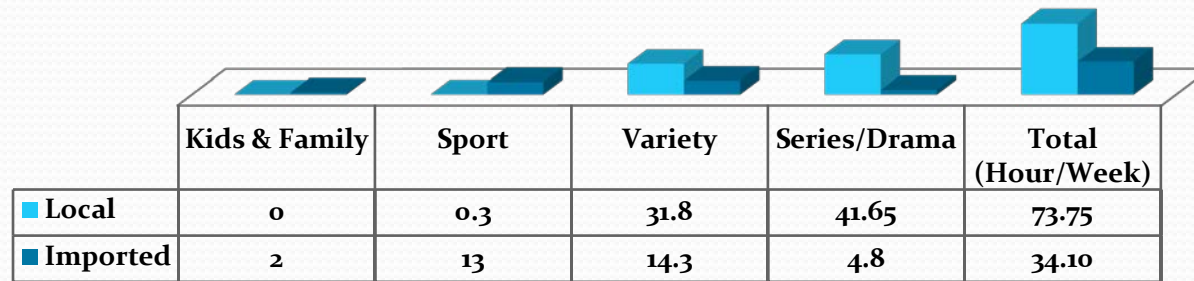
Total : 168 Hour/Week, Import 19.46 Hour/Week = 11.58 %



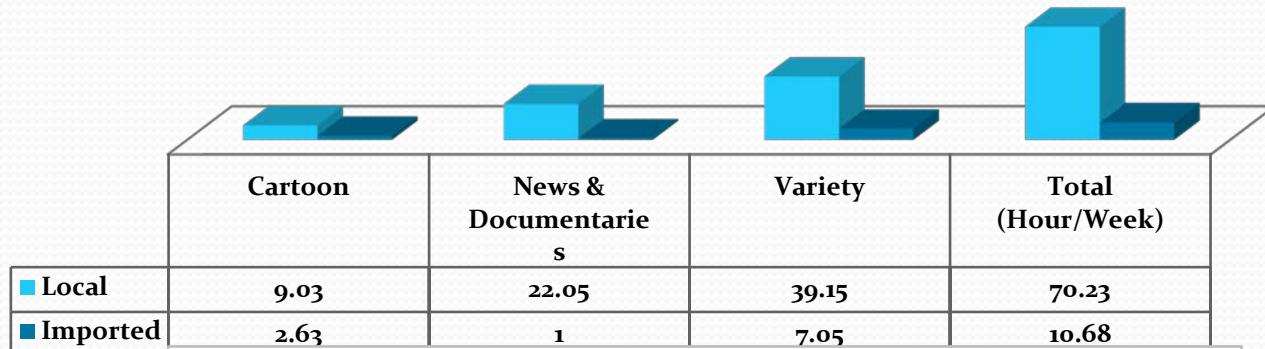
Total : 168 Hour/Week, Import 39.03 Hour/Week = 23.23 %

Imported and Local Content at DTV Channel

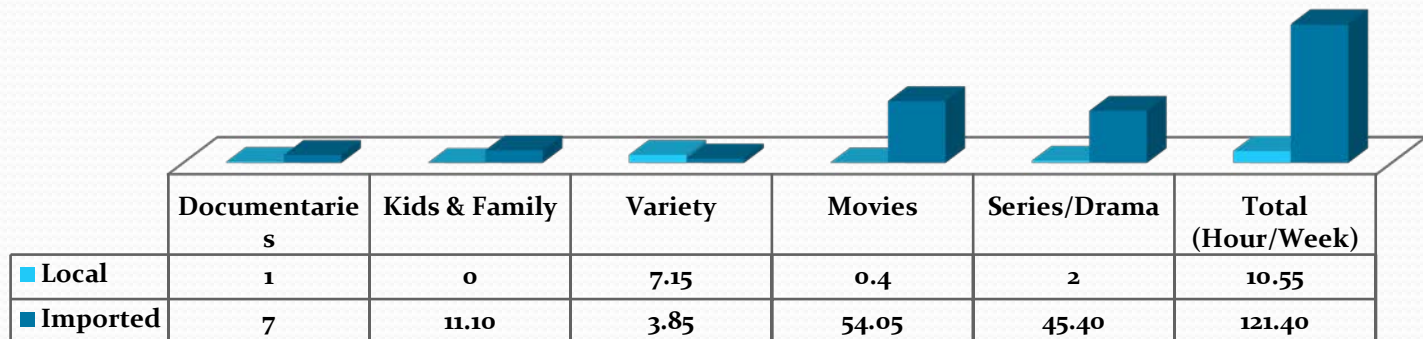
(As of July 2016)



Total : 168 Hour/Week, Import 34.10 Hour/Week = 20.30 %



Total : 168 Hour/Week, Import 10.68 Hour/Week = 6.36 %



Total : 168 Hour/Week, Import 121.40 Hour/Week = 72.26 %

Korean Series in Thai TV



Liar Game เกมหลอกลวง
May 2016



Mr.Back ขอย้อนวัยให้หัวใจ
กลับไปเพี้ยว
2016



Empire of Gold โคตรคนโกง
อิทธิพลเดือด
2016



Two Weeks 14 วัน ขอย้อนวัย
ปกป้องหัวใจเธอ
2016



IRIS
2016



channel 3 family 2016

Joint Venture between Thai Production Companies and Foreign Countries' television stations



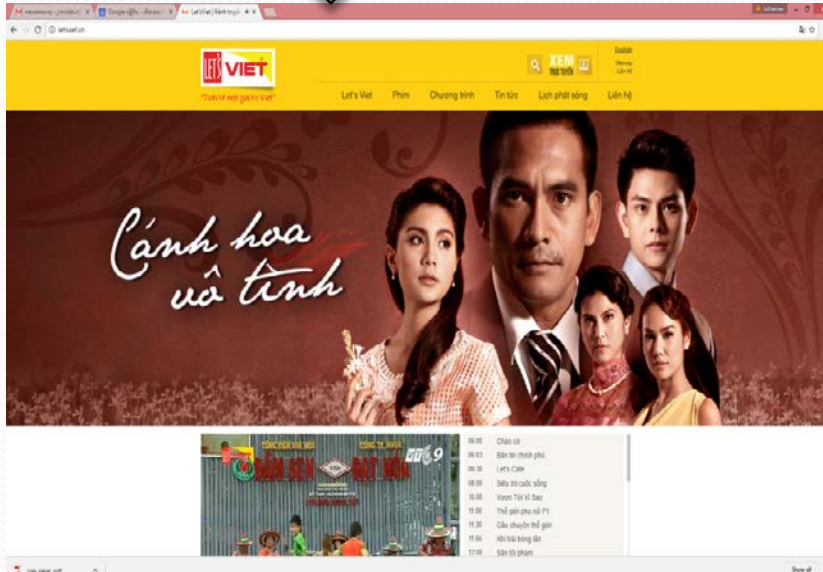
Channel 5 Cambodia &
Kantana Group (Cambodia)



Let's Viet & Kantana Group (Vietnam)

ဓမ္မစာပေဗဟို

Forever & BEC-TERO (Myanmar)



Thai series/Drama in Foreign Countries

Thai Drama in China

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Hungry for Drama, Chinese Viewers Send Out for Thai
The Sexy Soap Opera Actresses and Actors Are So Asian—And So Over the Top

By JAMES HOOKWAY And WILAWAN WATCHARASAKWET
Updated Dec. 3, 2010 12:01 a.m. ET

BANGKOK—A Thai soap opera called "Battle of the Angels" created a stir when it was first broadcast here two years ago. Local trade unions and women's groups were upset about the way the prime-time drama showed flight attendants going about their jobs, which appeared to consist mostly of cat fights and devious schemes to woo pilots.

Now the series is enjoying a second life, in China—and network executives there are banging on the door of Thai producers to see what else they can subtitle and beam across the Middle Kingdom.



"I'm amazed," says Takonkiet Viravan, the 44-year-old Thai soap opera svenaglio who produced "Battle of the Angels" and other shows now making it big on the small screen in China. He's still being bombarded with inquiries, "and they're coming from all directions."

What's going on, TV analysts in the region suspect, is that Asia is starting to outgrow its addiction to Hollywood hand-me-downs.

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Selected Content Feed from WSJ.com

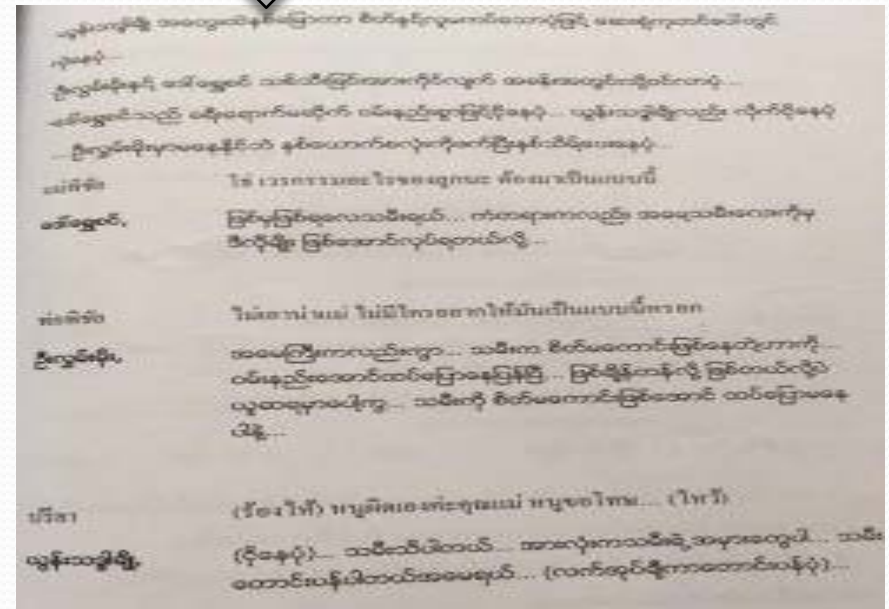
- A Utah Home With a Sweeping Mountain View An unoccupied house in Park City, Utah, features a sophisticated patio that rivals the nation's.
- Home on Pebble Beach's 18th Hole Seeks \$2.75 Million Comes to the di Drape family, the property is one of the homes on the list that rivals the nation's.
- Going Modern in a Quaint Corner of Copenhagen A couple put renovates a charming 19th-century townhouse to give it a minimalist flavor.

The Wall Street Journal News Department has no involvement in the selection of the articles in this advertisement.

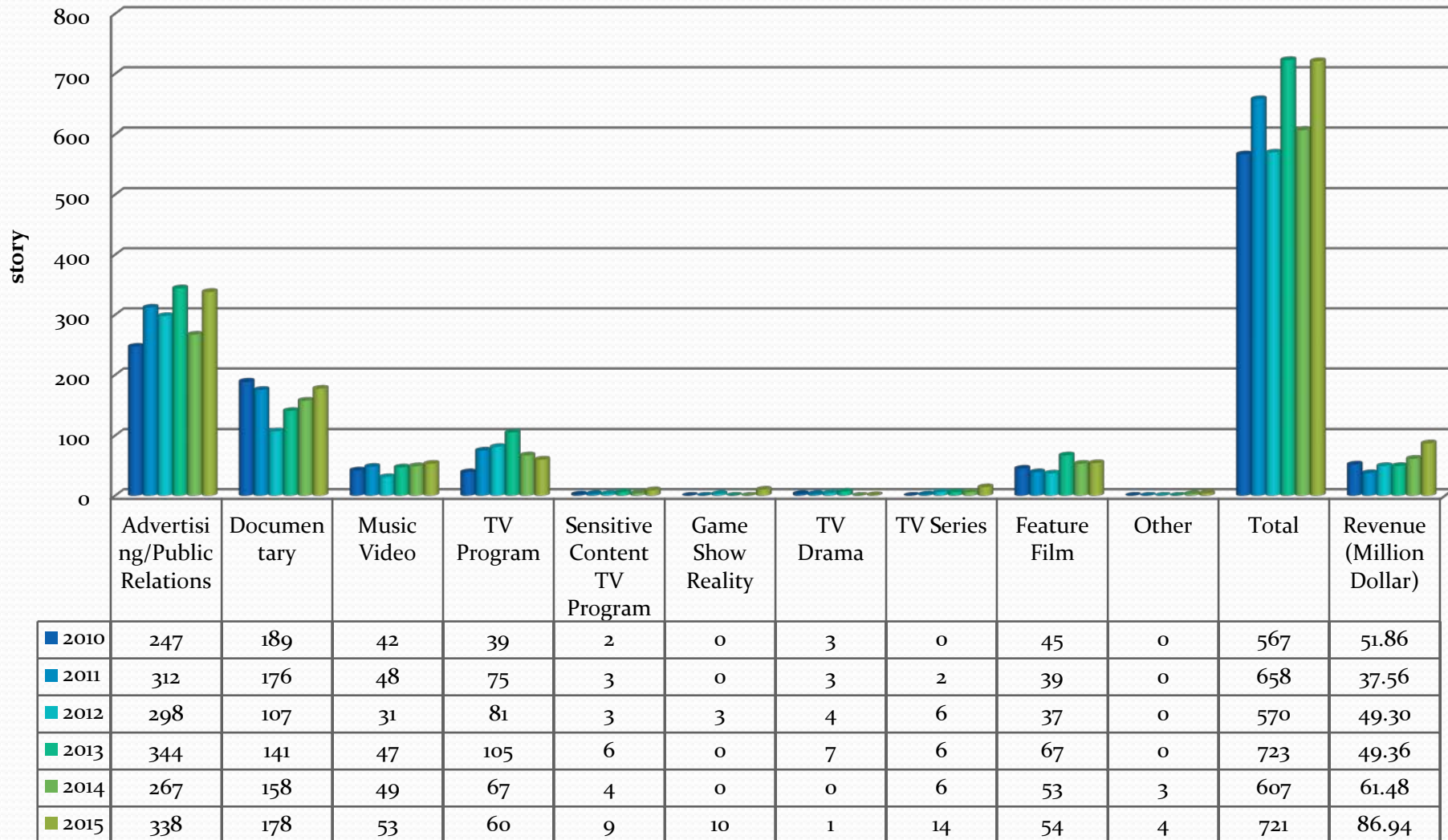
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- Heading a Soccer Ball Affects Memory

Thai Burmese Drama Script



Number of Foreign Product and Revenue in Thailand



Source : Department of Tourism : 8 OCT 2016

Collaboration : Thailand and South Korea's state agencies (1)











Thailand Creative Digital Content 2016

“Content is King, Application is Queen”

Wednesday, 24th August 2016, 08.00 a.m. – 05.00 p.m.

Ballroom 2-3, Conrad Bangkok Hotel, Thailand









Digital Economy Policy in Thailand



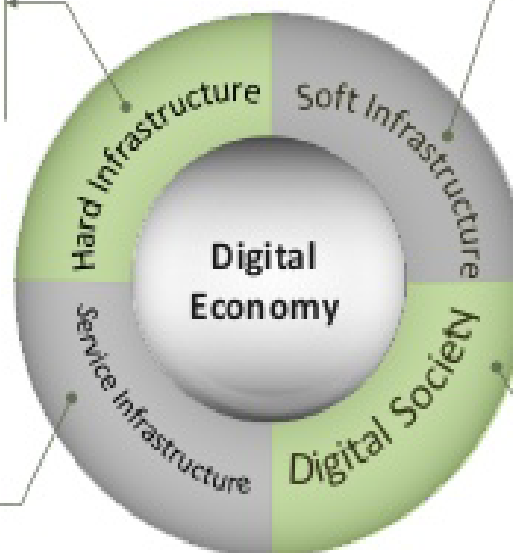
Office of the Higher
Education Commission

Hard Infrastructure

- Broadband
- Broadcast
- Data Center
- International Gateway

Soft Infrastructure

- Privacy
- Cyber Security
- Law & Regulations
- Standard



- Broadcast

Service Infrastructure

- Digital Government
- Paperless Process
- Open Data

Digital Society

- Digital Citizens and Literacy
- Quality of Life
- Education



THANK YOU